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# Jamaica Study Abroad: Cost-Benefit Analysis and Curriculum Design

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# Jamaica Study Abroad: Cost-Benefit Analysis and Curriculum Design

**BINGHAMTON**  
UNIVERSITY

Victoria Anderson, MPA 2016

Advisor: Dr. Susan Appe

*Portland  
Rehabilitation  
Management*

## Introduction

Portland Rehabilitation Management Centre (PRM) is a non-governmental organization located in Port Antonio, Portland, Jamaica. It is a homeless shelter, which caters to about 1/3 of the homeless population of the parish of Portland, and gives medical care, shelter, food and practical skills activities to its residents.

The chairperson of the nonprofit is Dr. Paul Rhodes, a University at Albany, SUNY and SUNY Downstate Medical Center alumnus. He is also the owner of Great Huts, an eco-tourism resort located about a 20 minute cab ride from the shelter.



## Deliverables

Deliverables include a (1) cost-benefit analysis (CBA), (2) a curriculum program which details potential program themes that can be paired with a service-learning program with PRM; and (3) a template that can be adjusted for different universities.

The CBA and curriculum program have been created in response to requests made by PRM executive board members. Both documents have been written primarily for the internal use of PRM. With the documents provided, PRM staff will develop a good understanding of what will be expected of them, and what they ought to expect of higher education institutions during the process.

The template may be used to distribute to higher education institutions with which PRM may be interested in collaborating, so the institutions will also have a clear foundation upon which to build.



## Problem

PRM has limited monetary funds coming into the organization. Donations come in the forms of occasional food, clothing, and manpower from volunteers, as well as the occasional donation of, often, defective appliances from local stores.

Monetary funds to the shelter come from selling organic honey harvested at PRM, and handmade jewelry and paintings sold in a local artesian market, created by the residents of PRM. Most operational needs of the shelter are fulfilled by the residents who live there, including gardening, bee keeping, sewing, and chicken-rearing.

In short, because of the lack of monetary funds, PRM is unable to provide sustained infrastructure, security, activities for the residents, extended family support, and competitive direct-care compensation to workers. PRM is also not in the position to be as responsive to the needs of its residents, relying on outside organizations for help, which can be delayed in reaction.

## Proposal

This Capstone proposes the design of a service-learning study abroad program between universities and PRM with the objective of increasing the monetary resources of the organization. The Capstone uses Binghamton University for illustrative purposes.

To create a new flow of monetary revenue into PRM, Great Huts and PRM would form a cooperation, one in which the two entities would remain independent for-profit and nonprofit organizations respectively, but would have a mutual agreement in favor of the public interest of the community.



## Recommendations

An analysis of benefits, including monetary, notoriety, and cultural compared to costs, including operational, developmental, and nonrecurring resulted in a recommendation of a study abroad program initiative. The proposed program has the potential to offer a \$5,000 USD revenue stream for PRM per 10 student study abroad program.

PRM's setting provides a rich opportunity for student learning. Curriculum recommendations included themes from a variety of disciplines, including:

- Global Engagement/ International Community Service
- Sustainable Development
- Social/Economic Equity
- Cultural Identity/Diversity
- Arts, Music, and Culture vs. Western Representations
- Tourism, Voluntourism, Ecotourism

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## Literature Cited

Coghlan, A. (2007). Towards an integrated image-based typology of volunteer tourism organization. Journal of Sustainable Tourism, Vol. 15, No. 3, pp.267-278.